Advertising

From: MWINOKUR--VUS0212A Date and time 05/26/92 14:21:11
To: AREIMAN --VCH0021A Andre Reiman

From: Matthew Winokur
Subject: EC Code - revised draft

In the interest of time I'm forwarding a copy of the revised code to Jack Nelson to see if USA has any comments beyond those made on the initial draft. I note that the prohibitions on advertising of sponsored events and the use of tobacco brand names in event titles remain; these were two of the most problematic items of the earlier draft.

I have a number of comments which I'll put into a fax shortly. But my overall view is that the code is a bit wordy and makes reference to things we shouldn't say unless asked.

Also, I'm trouble by language in the preamble and elsewhere which muddy the clear lines we try to draw between advertising, awareness of advertising and the role of advertising in initiation. The industry - in the U.S. code and elsewhere - emphasizes that advertising has no significant impact on smoking initiation. We keep our advertisng away from minors because we acknowledge that others believe it's a factor initiation and we're simply trying to be responsive.

But Preamble para 1 and IV.A would lead one to interpret that the industry accepts that advertising results in initiation and that's why we want to stay away from minor's media.

Matt

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Source: https://www.industrydocuments.ucsf.edu/docs/nplx0000